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Application No.: 10/034,654
Office Action Dated: October 21, 2003

#13 (W.E.)
W. Lawton
2/2/04
PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Scott R. Swix, et al.

Confirmation No.: 1792

Application No.: 10/034,654

Group Art Unit: 2611

Filing Date: December 26, 2001

Examiner: Bui, Kieu Oanh T

For: **System and Method for Inserting Advertising Content in Broadcast Programming**

EXPRESS MAIL LABEL NO: EL969195907US
DATE OF DEPOSIT: January 26, 2004

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Technology Center 2600

Sir:

REPLY PURSUANT TO 37 CFR § 1.116

Applicants respectfully request entry of the following remarks contained herein in response to the Office Action mailed **October 21, 2003**. Applicants respectfully submit that the remarks contained herein place the instant application in condition for allowance.

- ☐ **Amendments to the Specification** begin on page of this paper.
- ☐ **Amendments to the Claims** are reflected in the listing of the claims which begins on page of this paper.
- ☐ **Amendments to the Drawings** begin on page of this paper and include an attached replacement sheet.
- ☒ **Remarks/Arguments** begin on page 2 of this paper.